



COUNTRY LIFE

Media Kit

2026

COUNTRY LIFE

A trusted custodian of culture and countryside for over 127 years, Country Life remains an enduring symbol of refined living, quality and style.

Country Life is a trusted cultural institution and the ultimate arbiter of taste and tradition. Chronicling the finest aspects of living and style for a discerning audience.



OUR AUDIENCE

We are trusted across generations, by collectors, estate owners and discerning tastemakers. Commanding an affluent and stylish readership – an audience with deep cultural interests who are the custodians of style, heritage and tradition.

1M

in our Country Life community across print, digital and social

51%

AB Audience

80%

Live in urban areas

2x

More likely to be Gen Z / Millennial

3 in 4

Educated to Masters level and above



COUNTRY LIFE



A NEW CHAPTER

Country Life magazine has been an **iconic institution** for 127 years.

As a custodian of British architecture and culture, it remains the ultimate arbiter of taste and tradition. The **new generation** of the Country Life audience is affluent, well read, well travelled and, though they have a strong affiliation to the UK, they live a global lifestyle, from the food they eat to the clothes they buy.

We are building on a strong brand foundation to drive the Country Life marque into the future.

THE DIGITAL GENERATION

VALUING CONNECTED LIFESTYLES

An audience committed to improving their lifestyle, spending leisure time purchasing, searching and sharing online.

5x

More likely to have purchased brands they saw advertised online

2x

More likely to spend a significant amount of their time on the internet

2 in 3

Love to share their daily life on social media



COUNTRY LIFE

Source: TGI GB, [average] Feb. 25, Jan 25 & Dec 2024



A LIFE WELL-LIVED

Our audience uniquely influence the ultra-prime property market. They seek out exceptionally individual homes with a reverence for architecture and provenance.

They own, invest in and protect the legacies of the properties in their portfolio, from country estates to pieds-à-terre.

4x

More likely to reside in & own a large property

2x

More likely to own multiple homes

1 in 2

Home restoration & renovation interest

COUNTRY LIFE

Source: TGI GB, Country Life A.L.R. 3 month average, Dec 2024-Feb 2025 | (Image credit: Milo Brown for Country Life)

STYLE, TRADITION & CRAFTSMANSHIP

Prioritising tastefully curated living spaces, our readership invest in quality and enduring interior style while celebrating architectural heritage of their homes.

£300M

Total spent on interior decorating over the last 12 months

9x

More likely to have spent £5000+ on decor in the past year

45%

Have used an interior designer in the past year





CULTURAL CONNOISSEURS

With a refined appreciation for cultural heritage, our readership see themselves as discerning cultural curators, actively investing in and preserving the legacy of fine art and antiques.

1 in 2

Have an interest in the arts

6x

More likely to have visited an auction house in the last year

£74M

Total spent on arts/antiques over the last 12 months

SOPHISTICATED SHOPPERS

Discerning and style-savvy, Country Life readers are **3X** more likely to consider designer purchases key for their craftsmanship and to elevate their lifestyle.

3X
spend significantly
more on clothing
and accessories

2.8X
interest in
purchasing
furniture

85%
Say they have
expensive taste





UNIQUE TRAVEL EXPERIENCES

With 74% always looking for inspiration for their next escape - Country Life reaches readers regularly exploring the globe in style.

9x

More likely to fly first class

67%

Seek out trendy places to eat and drink

8 in 10

Use private travel services such as jet charters or private chefs

4x

More likely to have visited their holiday home in the last year

COUNTRY LIFE

Source: TGI GB, [average] Feb. 25, Jan 25 & Dec 2024, Country Life Audience Survey 2021, The Lens, Future PLC



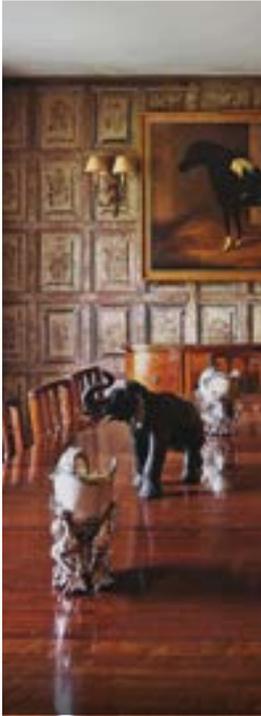
STORIES FOR THE CURIOUS MIND

Country Life's content is designed to **inform and amuse**. It's intelligent and sophisticated, underlined by a strong sense of British wit — **written by our unrivaled little black book of columnists, writers and new and emerging voices.**

Covering top cultural events, the countryside and cars, fashion, homes and gardens. There are engaging news pieces, meatier, long form reads — **and an emphasis on people, personalities and opinions.**

CONTENT PILLARS

INTERIORS



ARTS &
ANTIQUES



PROPERTY



LUXURY



TRAVEL



COUNTRY LIFE

CONTENT CALENDAR

2026

JANUARY

ISSUE DATES:
7th | 14th | 21st | 28th

7th | London Life
14th | Interiors: Stoves
21st | Winter Gardens
- Mayfair Art Show
- St Moritz Snow Polo

FEBRUARY

ISSUE DATES:
4th | 11th | 18th | 25th

4th | Travel
London Life
Interiors: Lighting
11th | Fine Art
Interiors: Fireplaces
18th | New Builds
Interiors: Conservatories

MARCH

ISSUE DATES:
4th | 11th | 18th | 25th

4th | London Life
Maastricht Fair
Interiors: Kitchens
11th | Country House Specialists
18th | Spring Gardens
25th | International Property
- Cheltenham Festival

APRIL

ISSUE DATES:
1st | 8th | 15th | 22nd | 29th

1st | Easter
London Life
8th | Interiors
15th | Smaller Country Houses
22nd | Surrey Property
Interiors: Paint
29th | Outdoor Living
- Chanel Boat Race

MAY

ISSUE DATES:
6th | 13th | 22nd | 29th

6th | Cotswolds Life
London Life
Interiors: Bedrooms
13th | Summer Gardens
22nd | West Country
29th | East Anglia Property
- Chelsea Flower Show

JUNE

ISSUE DATES:
3rd | 10th | 17th | 24th

3rd | Hampshire Property
London Life
17th | Art & Antiques
25th | International Property
- Wimbledon
- Royal Ascot

JULY

ISSUE DATES:
1st | 8th | 15th | 22nd | 29th

2nd | London Life
8th | The Experts' Experts
Coastal Property
15th | Water
22nd | Game Fair
- Silverstone GP
- Proms In The Park

AUGUST

ISSUE DATES:
5th | 12th | 19th | 26th

5th | London Life
12th | Jersey Property
19th | Scotland
- Cowes Week Regatta
- Us Open

SEPTEMBER

ISSUE DATES:
2nd | 9th | 16th | 23rd | 30th

2nd | London Life
Winter Sun
Interiors: Bathrooms
9th | Autumn Gardens
16th | Cotswolds
Interiors: Kitchens
23rd | West Country Property
30th | Restoration
Listed Buildings

OCTOBER

ISSUE DATES:
7th | 14th | 21st | 28th

7th | Collectors
London Life
Interiors: Paint
14th | Interiors
21st | International Property
28th | Country Sports
Interiors: Stoves &
Fireplaces
- Frieze London

NOVEMBER

ISSUE DATES:
4th | 11th | 18th | 25th

4th | Gentleman's Life
London Life
Interiors: Lighting
25th | Advent Calendar
Christmas Presents
Food & Drink

DECEMBER

ISSUE DATES:
2nd | 9th | 16th | 23rd | 30th

2nd | London Life
16th/23rd | Christmas
Double Issue
- Interiors: Festive Decor
- Winter Gardens

A NEW DIGITAL EXPERIENCE



A new website — transforming a print magazine into a digital experience.



WE REACH DISCERNING AUDIENCES ONLINE

833K

Average global
monthly users

1.5M

Average monthly
pageviews



94K

Facebook
followers



34K

X / Twitter
followers



365K

Instagram
followers

COUNTRY LIFE

Source: Google Analytics, Global May 2025, Future Internal Records - Social Reach April 2025

WHY PARTNER WITH US?



INSTANT ENGAGEMENT

74% of the Country Life audience regularly notice adverts online



INFLUENCE READERS

Our audience are **2.5X** more likely to be influenced to buy by online advertisements



GROW SALES

Country Life readers are **+72%** more likely to have made a purchase after seeing an online advertisement

A MULTI-PLATFORM BRAND, ENDLESS PARTNERSHIP POSSIBILITIES



**BESPOKE
CONTENT**



SOCIAL



**AUDIENCE
TARGETING**



PRINT



NEWSLETTERS



**DISPLAY
& VIDEO**

RATE CARD

DIGITAL

FORMAT

RATE

MPU	£12CPM
DMPU & BILLBOARD	£18CPM
BIG TOP	£25CPM
SKINS	£20CPM
1ST PARTY DATA SEGMENTS	POA
E-NEWSLETTER TAKE OVER	£1,500
SOLUS EMAIL 3RD PARTY	£2,000
SOCIAL PACKAGES	
“As Seen In”	
- 75,000 impressions	£1,500
- 250,000 impressions	£5,000
Shoppable Social Package	£5,000
Video Social Package - 50,000 views	£5,000
Bespoke Social Package	£7,000+



RATE CARD

PRINT 2025

POSITION	RATE
IFC	£8,689
FACING TITLE	£7,258
IBC	£6,589
OBC	£8,689

VOLUME	RATE
DPS	£10,073
FULL PAGE	£5,445
HALF PAGE	£3,802
QUARTER PAGE	£1,653

ADVERTORIALS

Assets supplied + 40% on display rates

Shoots - Price on application

